



City of Wauwatosa

Dockless Scooter Program Application

Business Name: Lime	
Proposed approximate date service will commence:	April 1 2025 (Weather dependent)
Approximate number of scooters to be deployed in Wauwatosa:	250
Customer service phone number to report operational concerns:	1-800-546-3345
Business website for customers to report operational concerns:	Support@li.me (www.li.me)
1. Describe your plan to ensure the orderly appearance and operation of the system. Include proposed strategies to encourage proper parking among users, and plans for addressing improperly parked or fallen scooters.	

To ensure tidiness around the city Lime will use our in-house labor on daily patrol routes. These routes will be in high-density and sensitive areas (city hall, village, etc). This will ensure vehicles are upright, parked correctly and not blocking bus stops or sidewalk ramps. These patrol routes also allow us to quickly respond to any issues or complaints that arise throughout the day.

Lime uses a mix of in-house and out-of-house labor to ensure smooth operation. The out-of-house labor includes our Logistics Providers (LPs). Logistics Providers are independently established businesses that carry the necessary level of insurance required to handle our swappable batteries. In conjunction with our in-house team, LPs ensure that all vehicles on the road are fully charged and safe to ride. In addition to swapping batteries, LPs complete move and retrieval tasks, to ensure that vehicles are in preferred locations or brought back for repair if necessary. Lime has an expansive network of over 150 juicers and LPs in the Milwaukee area dedicated to providing excellent service.

All scooters are equipped with gyroscopic sensors that detect if the vehicle is upright or tipped over. Using our internal system we have visibility into the status of all scooters. Using this software we can identify overturned scooters and correct the issue.

Each Lime vehicle is also tracked by idle time. Internal limits can be set that will autogenerate a move task if a scooter hasn't been ridden in a set period of time. A team member will then collect the vehicle and move it to a more appropriate location.

Lime has a variety of tactics to encourage parking compliance. Through in-app messaging and push notifications, we educate users on local regulations and parking etiquette. As part of our commitment to proper parking, Lime holds safety events where riders and the public are educated on parking etiquette and other tips for using a scooter.

New in 2025, Lime is deploying Captur real-time parking correction and education: Our end-trip photo review now provides real-time education upon trip completion, depending on the specific parking error (e.g., tipped over, blocking the right-of-way, etc.). This integration enables the Lime app to instantly block a rider's parking attempt if the end-trip photo reveals that they are attempting to mispark. If a user is repeatedly non-compliant, they can be suspended, fined, or banned from Lime's platform.

2. Describe your plan of operation during the winter months and during snow events. The City of Wauwatosa performs robust snow removal operations on all City streets and alleys. City residents are required to clear snow and ice from public sidewalks and crosswalks abutting their property. Include proposed strategies to ensure that scooters do not impede City of Wauwatosa or resident snow removal and ice control operations.

Lime understands the seasonality of winters in Wisconsin and is able to scale our operation up and down with the weather. We plan to cease operation by the time snow accumulates. Using our large network of labor we aim to remove all scooters from the street 24-48 hours before measurable snowfall occurs.

3. Describe how you will take in and handle complaints, questions and inquiries from the public as well as City staff.

There are multiple ways that the public can contact Lime. Every scooter is branded with the company's customer service phone number and email address. Additionally, there is a Milwaukee specific sticker on every scooter that can be scanned to report an issue. After a user reports an issue, an alert is sent to the entire Milwaukee team who then resolves the problem. In 2024 in Wauwatosa the average response time was 48 minutes.

City officials will be provided with the contact info of Lime's in-market manager.

4. Describe how you will promote, market, and provide education on your service.

Lime will continue growing scooter usage by strengthening our existing partnerships with local companies like Bublr Bikes and Independence First. We will also identify and reach out to prospective partners in Wauwatosa in hopes of coordinating with them on events and marketing opportunities. We aim to work closely with the city and other community stakeholders to identify areas of opportunity. An example of this would be a community event where the city would like Lime to deploy scooters or any location where the city would like additional scooters. This has been successful in the past, as seen through Lime's collaboration with Summerfest in 2023 and 2024, in which we deployed hundreds of scooters daily near the festival grounds. To educate the public on scooter use Lime aims to hold at least one safety event per month. These events allow the community to try our vehicles, and ask any questions they might have. It also allows Lime personnel to educate attendees on proper scooter etiquette as it relates to riding and parking our vehicles.

The undersigned declares that the information provided is true, and that they agree to all rules and regulations set forth in the City of Wauwatosa Municipal Code and the Dockless Scooter Program Terms and Conditions document:

Calvin Elmore

2/6/2025

Signature

Date

Printed Name Calvin Elmore

Title Operations Manager, US Central North

Email Address Calvin.Elmore@li.me

Completed applications should be emailed to dsimpson@wauwatosa.net.

Office Use Only:

Application Received: _____ Application Approved by BPW: _____